



American River Music, Inc.

Presentation to Board of Supervisors – 12/3/2013

By Matt Semonsen, Executive Director and Founder of ARM

American River Music, Inc. (ARM)

ARM is a Lotus Based California Non Profit with federal 501(C) 3 status formed in 2007 with a mission “To Teach, Inspire and Enjoy Music”. ARM’s primary program is presenting the American River Music Festival each year.

The 7th American River Music Festival was September 13~14~15, 2013

- 38 music performances from renowned artists in 10 locations
- 6 Instructional Join-In shops (we don’t use “work” shops)
- River Trip, River Hike, Live Art, Art Walk, Food and Beverages, Jams, Dance, Outreach
- A Community Collaborative effort

Collaborative Partners:

- **El Dorado County** - Board of Supervisors, Economic Development, General Services, Parks, Planning, Sheriff, Department of Transportation
- **Local Community (30)** - All-Outdoors, American River Resort, Betty Sederquist Photography, Blain Stumpf Construction, Bright Hope Designs, California Conservation Corporation, Camp Lotus, Cal.Net, Coloma Lotus Chamber, Coloma River Shuttle, EarthTrek Expeditions, El Dorado Arts Council, El Dorado Savings Bank, El Dorado County Visitor’s Authority, Gringo’s Café, Hot Shot Imaging, Marco’s Café, Michael Ranalli, Mountain Democrat, Placerville Food Co-op, River Runners, River Store, Sierra Nevada House, Solstice Productions, Sound Engineering (Bob Hansen, Kevin Odell, Louis Godey, Dave Martinez), Tom Van Noord, Whitewater Connection, Veerkamp General Engineering
- **Regional Community (8)** – Dreamflows, KVMR Radio, KFOK Radio, KPFA Radio, KDVS Radio, Keep Smilin Productions, Lisa Fryklund Professional Photography Sacramento 365
- **Volunteers (150)**

Publicity in 2013

- KVMR live broadcast (50,000 listeners during the 16 hours of broadcast time)
- KVMR radio shows (5 hours of on air time)

- KFOK radio show (1 hour of on air time)
- Around Here Magazine
- Auburn Journal
- Auburn Journal's Let's Go Magazine
- Coloma-Lotus Guide
- Folsom/El Dorado Hills Telegraph's Let's Go Magazine
- Folsom Entertainment Magazine (Cover of September issue)
- Georgetown Gazette
- Mt Democrat
- Mt Democrat's Summer Sunsational Magazine
- Sacramento Bee's Friday Ticket (250,000 subscribers)
- The Union

The #s

- 1750 total attendance (20% from El Dorado County, 30% from Sacramento, Placer and Yolo County, 50% from outside the local region including SF Bay Area and Nevada)
- 1235 Ticket Buyers
- 150 Guests
- 150 Volunteers (1200 hours)
- 100 Vendors/Outreach
- 90 Musicians
- 25 KVMR staff
- Web Site = 28,000 unique visitors, 151,000 page views
- Heads in beds = 80 standard lodgings (160 heads)
- Heads in tents/RV's = 1,000 (we now have folks staying the entire week)
- \$92,000 in ticket revenue – 45% increase from 2012
- \$248,220* spent by the overnight visitors attending festival
- ROI based upon County Promotional Funding of \$38,460 = 645%*

ARM's Future Goals:

- Independent Sustainability (estimated in 3 years with continued County support).
- Continue improving the Festival through innovation, creativity and participation.
- Expansion into additional programs

*Based on a study done by Visit California, a non-profit partner of the Ca Division of Tourism
 Figures provided by Dan Mishnell – Director of Research and TNS Travels America.

RV/Campground = \$75/ person/day

Hotel Lodging = \$129/person/day

*1000 (RV/campers) X 3 (days) X \$75/day = \$225,000

60 (Lodgers) X 3 (days) X \$129/day = \$23,220

\$225,000 + \$23,220 = \$248,220

\$248,220 / \$38,460 = 645% ROI